



Pajaro Valley Apple Growers and Shippers, 1926

Most of the “movers and shakers” of the Watsonville business world, including many of the biggest apple brokers and apple packers, made this trip to Los Angeles in 1926 to promote Watsonville apples. Of the 12 Croatians in this photo, 11 of them were born in Konavle (today, the southernmost part of Croatia), and some of them were related. Dr. Sambuck was born in San Francisco; his father was born on the island of Hvar.

The first Croatians arrived in Watsonville in the 1880s. Their numbers increased over the years until, in 1920, they were 12% of the Watsonville population (source: 1920 census).

In most Croatian immigration communities around the world, the jobs available were of the lowest level, such as mining and agricultural labor. This was not the case in Watsonville. The first Croatians in Watsonville were

fruit brokers — men who bought fruit wholesale, mostly apples, and sold it to retailers and other brokers. They would buy a farmer’s entire crop and often pay for the harvesting. Later, some of these men would buy farms, and farming would be part of their brokerage and fruit shipping operations.

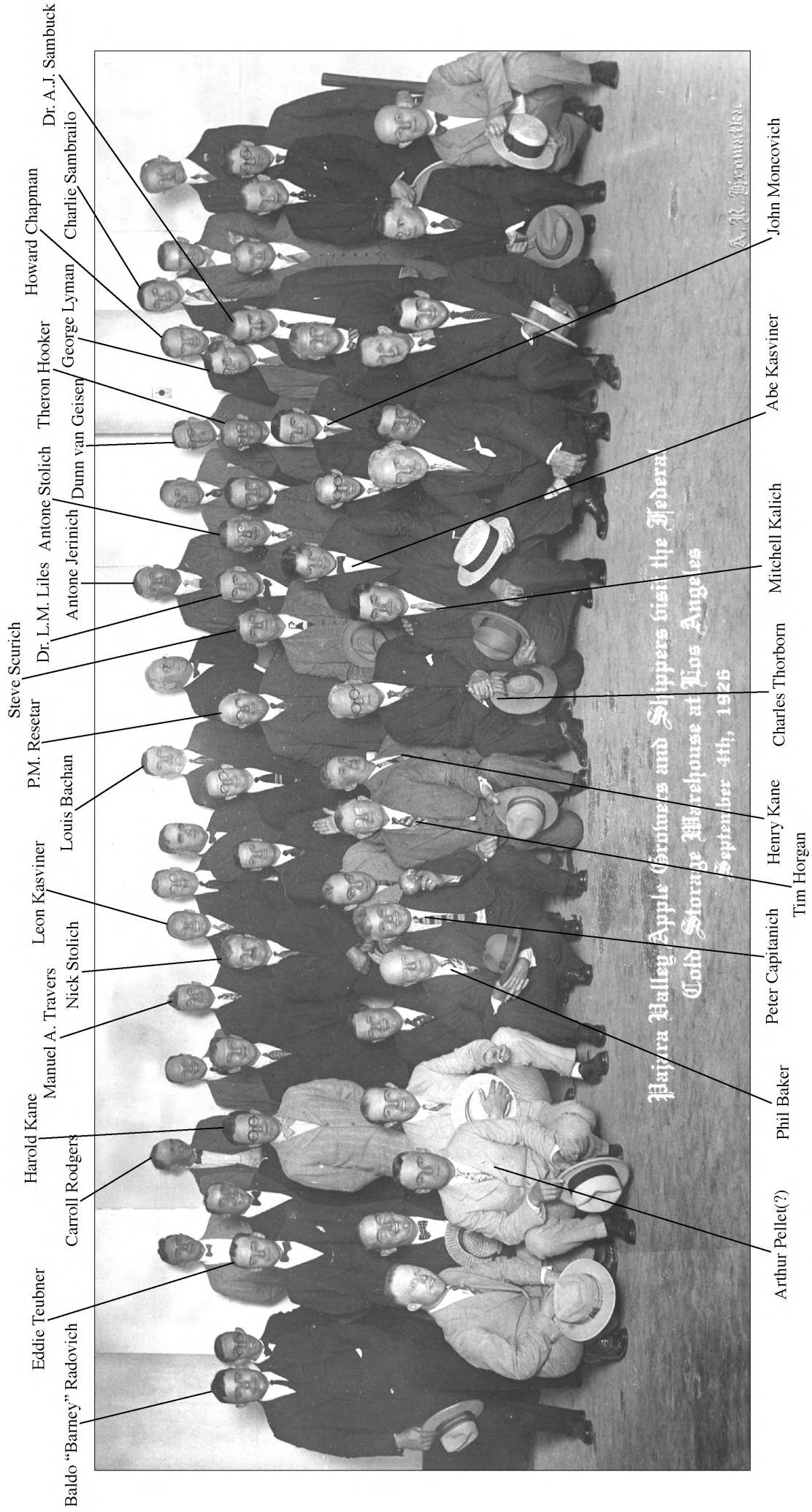
Also many Croatian fruit brokers and packers went bankrupt over the years. The ones in this photograph stuck it out and became prosperous.

Other Croatians who reportedly made this trip (according to the newspaper articles) but who are not in this photo were: Nick Alaga, Paul Alaga, M.J. Lettunich, Louis Lettunich, Ed Rilovich, John Franich, P.P. Stolic, L. Matiasovich, Nick Butier, Louis Biskup and John Lukrich.

Photo from Pajaro Valley Historical Assn. in Watsonville. Scanned in 2003. Identification by Nita Jano Vidak in 2004. [Đano]

Croatians in the photo above, and on the next page.

- Baldo “Barney” Radovich (1882 Čilipi - 1970 Watsonville; father: Baldo Radović; mother: Marija Skurić; nephew of the 8 Scurich siblings who immigrated to Watsonville, including Steve Scurich who is also in this photo)
- Nick Stolic (1882 Čilipi - 1966 Anaheim, CA; father: Pero Stolić; mother: Kate Stolić; 1st cousin of the 8 Scurich siblings)
- Peter M. Resetar (1871 Čilipi - 1954 Watsonville; father: Marko Rešetar; mother: Luce Diklić-Simović)
- Louis Bachan (1889 Komaji - 1968 Watsonville; father: Luka Bačan; mother: Ana Kocelj)
- Steve Scurich (1868 Čilipi - 1944 Watsonville; father: Antun Skurić-Grčić; mother: Ana Stolić)
- Antone Jerinich (1881 Radovčići - 1945 Watsonville; father: Niko Jerinić; mother: Marija Raičević)
- Antone Stolic (1873 Čilipi - 1929 Watsonville; father: Pero Stolić; mother: Marija Kocelj)
- Charlie Sambrailo (1901 Zastolje - 1963 Watsonville; father: Peter Sambrailo; mother: Stella Miloglav)
- Dr. A.J. Sambuck (1895 San Francisco - 1967 Watsonville; father Anton Sambuck; mother: Katherine Kovacevich; original surname was Štambuk from Hvar)
- Peter Capitanich (1879 Lovorno - 1929 near Watsonville; father: Pero Kapetanić; mother: Jelena Monković; 1st cousin of John Moncovich, who is also in this photo)
- Mitchell Kalich (1884 Čilipi - 1938 Watsonville; father: Luka Kalačić; mother: Luce Bačan)
- John Moncovich (1881 - 1960 Ljuta; father: Ivo Monković; mother: Elisabeth-Pave Elizić; returned to his home village)



Steve Scurich
Dr. L.M. Liles
Antone Jerinich
Antone Stolich
Dunn van Geisen
George Lyman
Howard Chapman
Dr. A.J. Sambuck
Charlie Sambrailo

Manuel A. Travers
Nick Stolich
Louis Bachan
P.M. Resetar
Leon Kasviner

Harold Kane
Carroll Rodgers
Eddie Teubner
Baldo "Barney" Radovich

Arthur Pellet(?)
Phil Baker
Peter Capitanich
Henry Kane
Charles Thorborn
Mitchell Kalich
Abe Kasviner
John Moncovich

Tim Horgan

Hajira Halley Apple Growers and Shippers visit the Federal Cold Storage Warehouse at Los Angeles September 4th, 1926
A. R. Heumelka

Half Hundred Local Apple Men Go to Los Angeles, Sept. 3

Secretary Charles R. Thorburn, of the Watsonville Chamber of Commerce expects to leave Watsonville next Tuesday for Los Angeles, where he will perfect arrangements for the delegation of members of the apple industry in Watsonville, which will travel to Los Angeles, September 3d.

The Watsonville apple growers, packers and dealers will make the trip aboard a special Pullman car, on the Southern Pacific Railroad, the principal object of their trip being a get-together meeting, in Los Angeles, with representatives from apple buyers in that city and southern California.

Fifty From Here

The arrangements being made are for a delegation numbering about fifty representatives from Watsonville.

As now contemplated, the program will be a most interesting one in the metropolis of the south, and will terminate with a huge banquet, attended by notable representatives to the number of about 100 Los Angeles produce merchants, apple dealers and brokers. The banquet is given by the Watsonville apple men.

As stated above, the local delegation will leave Watsonville on Friday, September 3d, and the banquet will be held on Saturday night, September 4th.

First Meeting There

This will be Watsonville's first occasion to send a big apple delegation to Los Angeles in a body, and our first effort to participate there in the celebration of National Apple Week.

This, too, in the face of the fact that Los Angeles buys by far a greater number of Watsonville apples, than any other city or section of the country, exceeding San Francisco by a wide margin.

Personnel of Delegation

The following is a list of the names of the people that expect to go to Los Angeles on Friday, September 3, 1926. They expect to leave on a special car from Watsonville Junction at 7:50 p. m. for Los Angeles, to boost the apple business:

Carroll Rodgers, S. T. Menasco, Phil Baker, T. J. Horgan, Dr. L. M. Liles, Arthur Pellet, Daniel Regan, John Gardner, Henry Kane, Wm. J. Faul, Henry Struve, C. R. Thorburn, Lyman Cox, M. L. Kulich, L. G. Bachan, Barney Radovich, P. P. Capitanich, Ed. Rilovich, Dunn Van Glesen, Mayor F. W. Atkinson, Louis Lopez, Charles Palmtag, R. E. Sestrom, John Franich, P. M. Resetar, Perry Buckley, Arthur Dresser, Gerald

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Sheehy, Jack Mathews, A. N. Jernich, P. P. Stolic, Stephen Scurich, Lynn Marsh, Cliff Kallam, George Lyman, John Porter, Wm. Cummings, Jack Kirkland, George W. Sill, Ray Clements, Earl Clements, Manuel Travers, H. Chapman, A. Stolic, M. J. Lettunich, Nick Alaga, Fred Hudson, H. Gwyler, Chris Sandberg, Paul Alaga, Dracovich & Dracovich, Sam Sprague, Louis Lettunich.

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Watsonville, California
3 September 1926

As detailed in this paper several days since, the following delegation of Watsonville apple men will leave tonight for Los Angeles, to be present at the banquet tendered the southern California fruit buyers tomorrow evening: J. N. Moncovich, E. J. Baker, Arthur Pellet, Paul Alaga, Charles Sambrallo, Fred Kane, Louis Lettunich, Harold Kane, Dr. L. M. Liles, Phil Baker, Manuel Regan, Henry Kane, William Faul, Henry Struve, T. J. Horgan, C. R. Thorburn, Sid Menasco, Lyman Cox, M. L. Kulich, L. J. Bachan, Barney Radovich, P. P. Capitanich, Ed. Rilovich, Dunn Van Glesen, Carroll Rodgers, C. A. Palmtag, Kenneth Clark, Vincent Anderson, L. C. Maticeavich, Nick Stolic, R. E. Sestrom, P. M. Resetar, Arthur Dresser, A. N. Jelenich, P. P. Stolic, Stephen Scurich, George Lyman, George W. Sill, Ray Clements, Manuel Travers, H. Chapman, A. Stolic, M. J. Lettunich and Nick Alaga. John Gardner will go if a trial he will handle is completed in time to leave Friday night. F. W. Atkinson, Nick Butler, Louis Biskup, Ed. O'Connell, John Lukrich, E. A. Hall, A. R. Wilson, George Martin, George Holohan and W. J. Espindosa.

FURTHER MEETINGS ALTERNATE BETWEEN WATSONVILLE AND LOS ANGELES; ESTABLISH GOODWILL

Evening Pajaronian newspaper
Watsonville, California
7 September 1926

The Chamber of Commerce of the Pajaro Valley of Watsonville was host at a banquet held in Los Angeles on Saturday last, to about one hundred and fifty invited guests, members of the apple industry at Los Angeles.

President T. J. Horgan left Watsonville Friday evening in a special Pullman, accompanied by thirty of the more prominent apple packers, shippers and growers from our section.

Toured the Markets

Arriving in Los Angeles at 8:00 a. m., where stages transported his delegation to the Hotel Rosslyn, breakfast was served to the visitors, after which a tour of the markets was the further order of the program, and calls were made by the Watsonville men on their Los Angeles friends and correspondents. The rest of the day was pleasantly spent by the visitors and many side trips made to different sections of the city.

The Rallying Point

At 6:00 p. m. Saturday, the Watsonville delegation gathered at the Hotel Rosslyn, where headquarters had been established, which was a rallying point for the use and convenience of the members of the Watsonville Chamber of Commerce, its friends, members and guests.

From the hotel the party was conducted, by G. H. Mosher, vice-president, and Mr. E. C. Gott, superintendent of the Federal Cold Storage Company, to the new and wonderful plants of this company, in the central manufacturers' district in Vernon, just fifteen minutes distant from the market centers of Los Angeles.

Modern and Model Plant

The Federal Cold Storage Company's plant, modern and model in every particular, combines every requisite known for the handling of all commodities which are dependent upon sanitary and expeditious handling under refrigeration. The building has a capacity of fifteen hundred cars, and combines an ice manufacturing plant of four hundred tons daily capacity.

T. J. Murphy, president of the Federal Cold Storage Company, and its affiliated companies, the Federal Refrigerating Company and the Standard Ice Company, personally conducted the Chamber of Commerce guests through all the different departments of his plants.

Watsonville Gives Banquet

Later in the evening, a banquet was served by Secretary C. R. Thorburn of the Watsonville Chamber of Commerce, to about one hundred and fifty guests in the banquet hall of the Central Manufacturing District's Club. Secretary Thorburn acted as toastmaster, and a number of brief and appropriate speeches were made.

President T. J. Horgan of the Chamber of Commerce of the Pajaro Valley, Thomas Lambert of the Agricultural Department of the Chamber of Commerce of Los Angeles, F. M. Hudson, secretary of the Produce Exchange of Los Angeles, responded to toasts, and J. Nash of Klein-Simpson & Company, and C. W. Hooker, both paid graceful acknowledgements for the courtesies extended in behalf of the Wholesale Fruit Dealers, and the Apple Brokers of Los Angeles.

Plan Similar Meetings

It is planned that this get-together meeting shall be the first of a number of similar ones, which it is expected will be held each year, alternating between Los Angeles and Watsonville, for it was said that thereby, a better understanding has been the result and further friendships cemented between the men representing the apple industry in both districts.

Personnel of Party

The following is a list of those who accompanied President Horgan from Watsonville: Chas. R. Thorburn, P. H. Baker of the Loma Fruit Company; A. N. Jerinich, P. M. Resettar, M. L. Kalich, H. P. Kane, H. L. Kane, C. J. Rodgers, George M. Lund, Nicholas Alaga, Paul Alaga, P. P. Capitanich, Chas. Sambrallo, M. A. Travis, Arthur Pellett, Stephen Seurich, Anton Stollch, E. Tuebener, of the Southern Pacific Company; John Monkovich, William J. Paul, H. A. Chapman, E. H. Baker, Chas. A. Palmtag, L. M. Liles, M. D. Dunn Van Giesen, L. G. Bachan.

Los Angeles Firms

The following firms from Los Angeles were present as guests of the Chamber of Commerce of the Pajaro Valley:

Bridges, Holland & Wiegand, Rivers, Burnand & Rivers, Gings Baker Bros. Company, Malyan Fruit Company, Meyers, Darling & Hinton, Farmers Produce Company, Rivers Bros. Company, Klein-Simpson Fruit Company, Leon Kesviner, Holmes Produce Company, Hill & Pecosorich, Zapasls Brs., J. W. Minton, Al Priester, Louis Visco, C. A. Glass Company, Morris Trubin, J. W. Beasley, Inc., Sam Fusco, Deltz & Alanzet, American Jobbers, J. W. Beasley, Jr., Co., Torn & Glasser, Hunter Produce Company, J. L. Taylor Company, Liberty Produce Company, George Caldwell, Shapiro Produce Company, Hall, Haas & Vessey, Peyton Fruit Company, A. Levin & Company, M. & A. Produce Company, Beggs Bros., E. M. Wolcott, Bryant Produce Company, William Pulesivich, Pinney & Lewis, Chas. Milne, C. W. Hooker, Baker Dabney Company, French B. Henney, Federal Cold Storage Company, Merchants' Ice & Cold Storage Company, Growers' Cold Storage.

Evening Pajaronian newspaper
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27 September 1926

Quite a large and handsome group picture of the Pajaro Valley Apple Growers and Shippers, taken while they visited the Federal Cold Storage warehouse at Los Angeles, Sept. 4th, is now on exhibition at the Watsonville Chamber of Commerce. It is a decidedly smiling bunch, and for so large a group, is very distinct, everyone of the half hundred being easily recognized.